WRITING A POLICY BRIEF (WP4L)

**Module**
Writing for Policy Audiences (WP)

**Format**
Presentation

**Purpose**
This presentation contributes to the module learning objectives by describing the specific content and format of a policy brief.

**Time Required**
- 20 mins.

**Activity Description**
PowerPoint presentation with speaker notes. This presentation is short and focuses on the specific content and format of a typical policy brief. It complements two other presentations on writing: one on the general principles of policy writing and one on concrete skills for conversational writing style. The presentation content on the structure, format, and content of a policy brief is fairly clear and simple—it's in the application of these principles that people get bogged down. Participants are often looking for hard and fast rules about policy writing, but the reality is that policy writing is subjective and varies. The answer is often “it depends”—usually on the audience and the communication objective.

If you plan to assign participants to write a policy brief as an assignment during the workshop, this presentation is critical for them to understand expectations. You will likely want to include one or both of the additional presentations on writing.

This presentation is typically followed by a large group discussion to critique a policy brief. This session is helpful for participants to begin to apply the information learned in the presentation.

**Key Learning Concept(s)**
- Content and structure of a typical policy brief.
Materials Needed

- Laptop and projector

Associated Sessions

- Principles of Policy Writing (WP1L)
- Conversational Writing (WP2L)
- Nontechnical Writing Exercises (WP3E)
- Critiquing a Policy Brief (WP5E)

Required Preparation

- None